

2020 **ANNUAL REPORT**

Canadian Council for
**ABORIGINAL
BUSINESS**



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Canadian Council for Aboriginal Business (CCAB) is a non-partisan/non-profit organization supported through corporate funding, event sponsorship, and membership dues, with some support from government for research and program development. A national member-based organization, CCAB is governed by a voluntary Board of Directors that are representative of the membership as patrons, Indigenous business members, and senior industry leaders. The staff is a team of dynamic professionals dedicated to economic reconciliation and growing the Indigenous economy for the benefit of all Canadians. CCAB prides itself on organizing unforgettable events, beneficial programs, our well-respected research, and supporting our members.

MISSION

To promote, strengthen and enhance a prosperous Indigenous economy through the fostering of business relationships, opportunities, and awareness.

VISION

Aboriginal businesses are fully engaged in shaping the Canadian economy.

MESSAGE FROM THE CO-CHAIRS

On behalf of CCAB's Board of Directors, we could not be prouder of the CCAB team and their hard work and determination to help build and sustain Indigenous business growth and economic recovery during extraordinary times.

In the beginning of 2020, we said farewell to JP Gladu and celebrated his seven successful years as President & CEO at our annual Toronto Gala. We never dreamed that it would be the last in-person event of 2020, nor that Tabatha Bull would start her role as the new President & CEO from her home office and continue to do so as she and her staff changed the way they worked and communicated once the pandemic was announced.

As the virus continued to spread and the economy unravel, the CCAB team under Tabatha's leadership, gathered crucial data on the Indigenous economy in record time, became a central voice for Indigenous businesses affected by pandemic restrictions, and developed partnerships that allowed struggling Indigenous business owners to receive grants and loans. Through CCAB's well respected research, understanding the Indigenous economy and the importance of its success for the benefit of the entire country, they worked with government and other key organizations to establish equitable access to programs that Indigenous businesses were initially ineligible for due to their unique tax structure.

By September, CCAB launched a major and first-of-its-kind virtual conference on business recovery. The Business Recovery Forum created a safe space for discussions about business challenges and successes, for learning opportunities to be shared and for new partnerships and ideas to flourish. The event's success paved the way for others as a

new opportunity to connect, learn, and share with a wider audience through a virtual platform.

The overall financial health of CCAB remained positive in large part because of the efficient financial management practices of senior managers and their teams to find savings within their budgets despite the challenges brought on due to the COVID-19 pandemic. We also acknowledge and appreciate our many sponsors, members, patrons, and partners of 2020.

As Co-chairs, we also want to acknowledge with respect and gratitude CCAB's Board of Directors, a dedicated group of professionals with expertise from across the country. They understand the true meaning of partnership, collaboration, and the value for businesses to diversify boards and talent from an increasingly diverse labour market. They are committed to CCAB's work to grow the Indigenous economy through procurement from Indigenous business, through creating equal equity partnerships, through building strong respectful relations with Indigenous communities, and through creating safe and respectful spaces for Indigenous people to work, learn, grow, and lead.

Sincerely,



Alicia Dubois
Co-Chair
Board of Directors



Randy Moore
Co-Chair
Board of Directors

Alicia Dubois
Co-Chair



A handwritten signature of Alicia Dubois in black ink.

Randy Moore
Co-Chair



A handwritten signature of Randy Moore in black ink.

CCAB 2020-21 BOARD OF DIRECTORS

Randy Moore, Co-chair
Bee-Clean Building Maintenance

Alicia T Dubois, Co-chair
Alberta Indigenous Opportunities Corporation

Pamela Zabarylo, Treasurer
KPMG LLP

Annie Korver
Rise Consulting Ltd.

Cherie Brant
Borden Ladner Gervais LLP (BLG)

Dany Gaudreault
Sandvik Mining and Rock Technology

Desiree Norwegian
Atunda Inc.

Greg Fuhr
Syncrude Canada Ltd

Jon Davey
Scotiabank

Leanne Krawchuk
Dentons Canada LLP

Leonard Rickard
Mississaugas of the Credit Business Corporation

Lyle Bouvier
Points Athabasca Contracting

Mark Brajer
Tlicho Investment Corporation & Group of Companies

Mark Shadeed
BMO Bank of Montreal (Laval, QC)

Michael Hachey
Compass Group Canada Ltd.

Michael S. Jacobs
Cambium Indigenous Professional Services

Myrtle Sharkey
Fluor Canada Ltd.

Paul Gruner
Det'on Cho Corporation

Tim Laronde
Chandos Construction

A MESSAGE FROM THE PRESIDENT & CEO



It has been an incredible year, and not one I would have ever imagined when taking on the leadership of this incredible organization.

In the early days of the pandemic, we refocused and fine-tuned our priorities to keep up with the ever-changing virus. A virus that brought about uncertainty and had a significant impact on how we spent our money, how we did business, engaged in activities and with others, and how we continued to cope with these changes. COVID-19 and its variants made us abundantly aware that our mission to work collaboratively was even more important as we continued to focus on economic reconciliation and a prosperous Indigenous economy.

Throughout 2020, CCAB remained strong and continued to work alongside our members, board, and partners to help support Indigenous business and communities. We developed a [COVID-19 information and resource](#) page that provided services and programs for Indigenous businesses by province, region, and territories. Initiating weekly open member calls, we provided a space for CCAB members to discuss concerns and find solutions on how to move forward through an economic crisis. We collaborated more with other Indigenous organizations toward the achievement of socio-economic prosperity.

Our new Public Policy department was created to help achieve support for Indigenous prosperity and well-being through sound policy development and program design. We continued to develop more research and collaborated with organizations, institutions, and governments to support Indigenous business and export growth.

In May, we launched a survey in partnership with other national Indigenous economic associations to understand the impact of the COVID-19 pandemic on Indigenous businesses. Just under half (44%) of Indigenous businesses indicated that, without support, they were likely to fail after 3-6 months, while 10% of businesses predicted operations could not last more than a month without support, and 2% indicated that the business had already closed.

We helped members navigate through assistive services and financial programs and ensured, by working with government and other organizations, that Indigenous businesses were eligible to apply. More than ever, CCAB became a strong voice for Indigenous businesses in Ottawa appearing several times at the House of Commons Standing Committee and Senate Committee meetings. It was an opportunity to speak about the unique circumstances facing Indigenous businesses, many of which were not initially considered when forming COVID recovery response including CEBA and the wage subsidy, which left many businesses ineligible for support. As a result of CCAB's work, federal COVID-19 business support programs were made more accessible to AEDCs and Indigenous businesses.

As part of our commitment and mission to support Indigenous businesses, communities, and to help increase the Indigenous economy, it was an honour to represent CCAB on the federal government's Covid-19 Supply Council, and to help co-create the government's 50/30 initiative. We have solidified

our position as the voice on Indigenous business and are working with government to advise them on the number of Indigenous businesses who can provide PPE, and on ways to simplify the procurement process and reduce barriers for Indigenous business so federal departments can reach the mandated 5% procurement target.

Despite working from home since March 2020, our work continued to grow as did our team of 30, and our membership of over 1200 businesses, including 26 patron members. There was an increase in the number of companies that joined the Supply Change™ initiative, and in total we had the participation of 68 Aboriginal Procurement Champions. We continued to promote Indigenous procurement and the Marketplace to give Indigenous businesses an opportunity to deliver their product or service to consumers through established vendor partnerships.

We conducted over 20 research projects and published nine reports in addition to other research projects in support for organizations. The TFAB program added 18 new tools and services to its online portal, and the PAR program grew substantially with over 400 companies trained in 2020 and 139 companies working to achieve certification. As businesses pivoted to working online, our marketing, communication, and social media outreach grew to unprecedented heights. We continued to communicate with and connect more people virtually and in meaningful ways.

In September, with support from our sponsors, we organized the *Business Recovery Forum*. It was a live virtual event with innovative ways to network, collaborate, and exchange ideas to rebuild businesses and prosper in the new reality and uncertain economy. From this event we developed a [post-Forum report](#) that shared the various session intentions and key findings from discussions – topics of which were found to be most pertinent to our members, businesses, and organizations. Worth noting from the data and participant feedback was that CCAB's Progressive Aboriginal Relations™ program appears to be of growing

interest to Canadian organizations. We continue to reinforce cultural awareness so that companies share rebuilding opportunities with Indigenous businesses and communities. Based on information from the Forum report that we were helping businesses to manage and come out stronger from the pandemic, a continuation of the [Business Recovery Forum](#) is planned for September 22, 2021.

December was a busy month and among other initiatives, we ended the year inspired and in partnership with two of our members. We received an investment from Facebook Canada to establish an Indigenous Business Support Fund, that provided cash grants, membership to CCAB, and Facebook's digital skills training certification program. Uber Canada also contributed toward rides and meals for CCAB to distribute to Indigenous businesses over the holidays. Despite, the CCAB team working from home every day since March 16, 2020 we have remained committed to working to connect non-Indigenous and Indigenous businesses across the country and beyond. While we all look forward to when we can meet in person again, the virtual world allowed us to speak at over 120 events across North America.

As my first year as CEO comes to a close, I reflect on what an unprecedented year it has been for all of us; every business owner, business leader, community, and individual. This year has amplified the need for business associations like CCAB and the important role that we play. Moving ahead we will continue to open doors for others and to help in the recovery process. Thank you for sticking with us and continuing to support the important work that we do to. Please do tell others to join us to continue growing our membership and strengthening the Indigenous economy – it is prosperity that benefits everyone.

Miigwetch,



Tabatha Bull
President & CEO

Events & Awards

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Canadian Council for
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#CCABGala

2020 GALA
AWARDS DINNER

Celebrating Aboriginal Business Achievement

January 28, 2020

Westin Harbour Castle • Toronto, Ontario

TORONTO GALA AWARD DINNER

A celebratory evening hosted by Candy Palmater with performances by Logan Staats, and dancer/rapper Que Rock! CCAB recognized the extraordinary achievements of the Aboriginal Business Lifetime Achievement recipient, Chief Terrance Paul and the Young Aboriginal Entrepreneur, Shelley Stewart.

LEAD SPONSOR

EXCLUSIVE AWARD SPONSOR

SUPPORTING SPONSORS

NETWORKING RECEPTION
SPONSOR

SPONSORS

COAT CHECK SPONSOR

CONTRIBUTING SPONSORS

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BUSINESS RECOVERY FORUM

A full-day virtual event with over 600 participants, the Forum was a direct response to Indigenous businesses' concern over finding solutions on how to move forward through the Covid-19 economic crisis. The event offered panel discussions, networking sessions, and presentations for members, Indigenous businesses, and entrepreneurs to help rebuild the economy.



LEAD SPONSORS

Scotiabank

sodexo
QUALITY OF LIFE SERVICES

AWARD SPONSORS

sodexo
QUALITY OF LIFE SERVICES



ENBRIDGE
Life Takes Energy



NETWORKING SPONSOR

Deloitte.

SESSION SPONSORS

Barry + Laurie Green
Family Charitable Trust



AWARDS

Awards were presented throughout the day to recognize the extraordinary accomplishments of the 2020 recipients in the following categories:



Indigenous Women in Leadership
Deborah Saucier



Award for Excellence in Aboriginal Relations
Keith McIntosh



Aboriginal Economic Development Corporation
Nityix Development Corporation



AWARD SPONSORS



Membership

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BECOME A MEMBER

CCAB is a national, non-partisan, member-based organization. Our membership is comprised of both Indigenous and non-Indigenous companies operating in Canada, ranging in size from entrepreneurs with less than 20 employees to organizations with more than 10,000 employees.

LEARN

CCAB programs provide skills development, training, mentorship and networks. Our CCAB business events and webinars create opportunities to share best practices and fresh ideas.

BUILD

A CCAB membership and/or Certified Aboriginal Business (CAB) designation help our members build consumer confidence in their products or services. Our Progressive Aboriginal Relations (PAR) assurance program assists Canadian businesses in building positive Aboriginal relationships.

NETWORK

Attending CCAB events and networking opportunities allow our members to gain access to and build relationships with new customers, decision makers, and a strong network of successful businesses from across Canada. The keys to any successful business.

LEVERAGE

Members are included in our online directory, have an opportunity to be profiled in our newsletters and enjoy discounts on all CCAB events. They have access to tools and finance strategies and learn about our current trends research addressing business challenges and trends.



In 2020, membership grew to 1200+ members as CCAB welcomed 461 new members. A [2020 listing](#) of all CCAB members is available by [industry](#), [category](#) and [province and territories](#).

Data from our latest survey results shows the top 10 primary reasons for members to join the CCAB are:



I have to say that becoming a member of CCAB has transformed the way Birch Bark Coffee Company does business. The friendly staff have always been responsive to any questions I have and they have connected me with invaluable resources. They keep Birch Bark Coffee Company informed about Indigenous business across Canada and encourage me to become more dynamic and ultimately more competitive as an Indigenous business in the marketplace. They truly are part of the Birch Bark Team and they are like family. The incredible amount of resources available through CCAB is a must for Indigenous businesses. I look forward to an awesome 2021 and having CCAB share in the success of Birch Bark Coffee Company as we grow together.

– Mark Marsolais-Nahwegahbow, Birch Bark Coffee Company

2020 Membership Breakdown

ABM

Aboriginal Business Member

20 employees or less

ABM+

Aboriginal Business Member Plus

21 employees or more and/or Aboriginal Economic Development Corporations

BM

Business Member

6 – 2,499 employees

BM+

Business Member Plus

2,500 – 4,999 employees

SBEM

Small Business Enterprise Member

5 employees or less, and/or Non-Profit Corporations/Charity

PBM

Partner Business Member

5,000 – 9,999 employees

PBM+

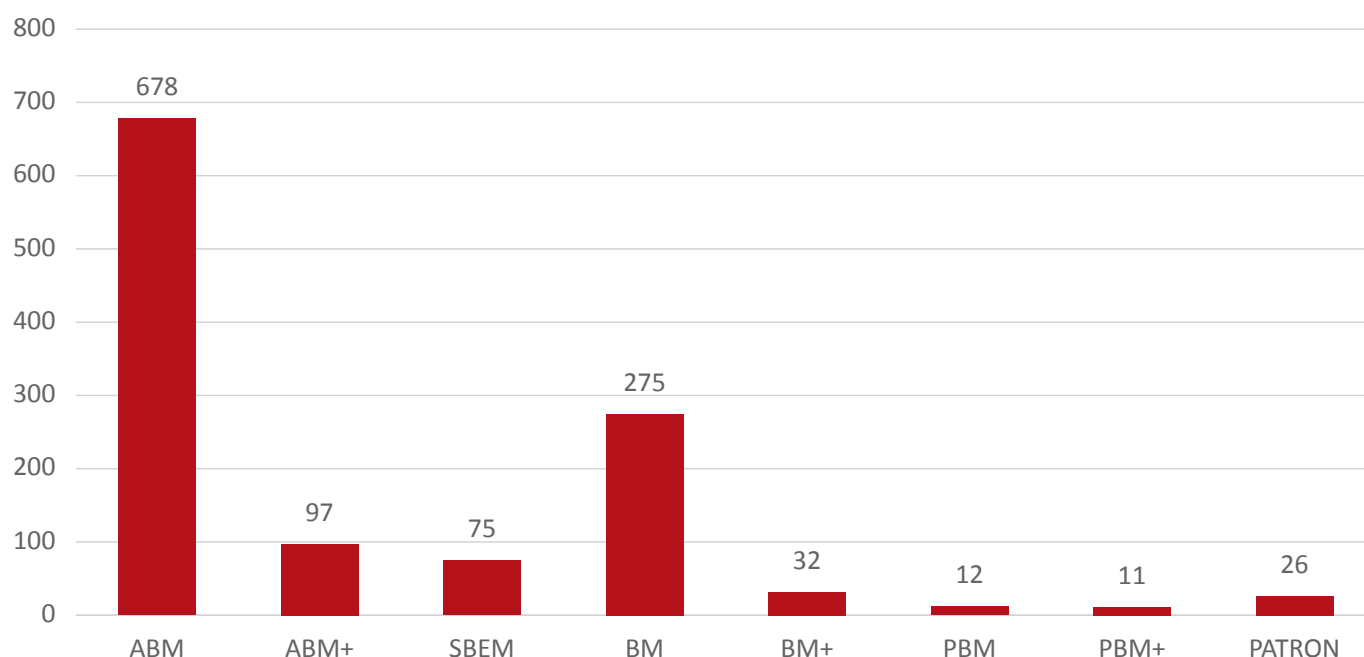
Partner Business Member Plus

10,000 or more employees

PATRON

Patron Member

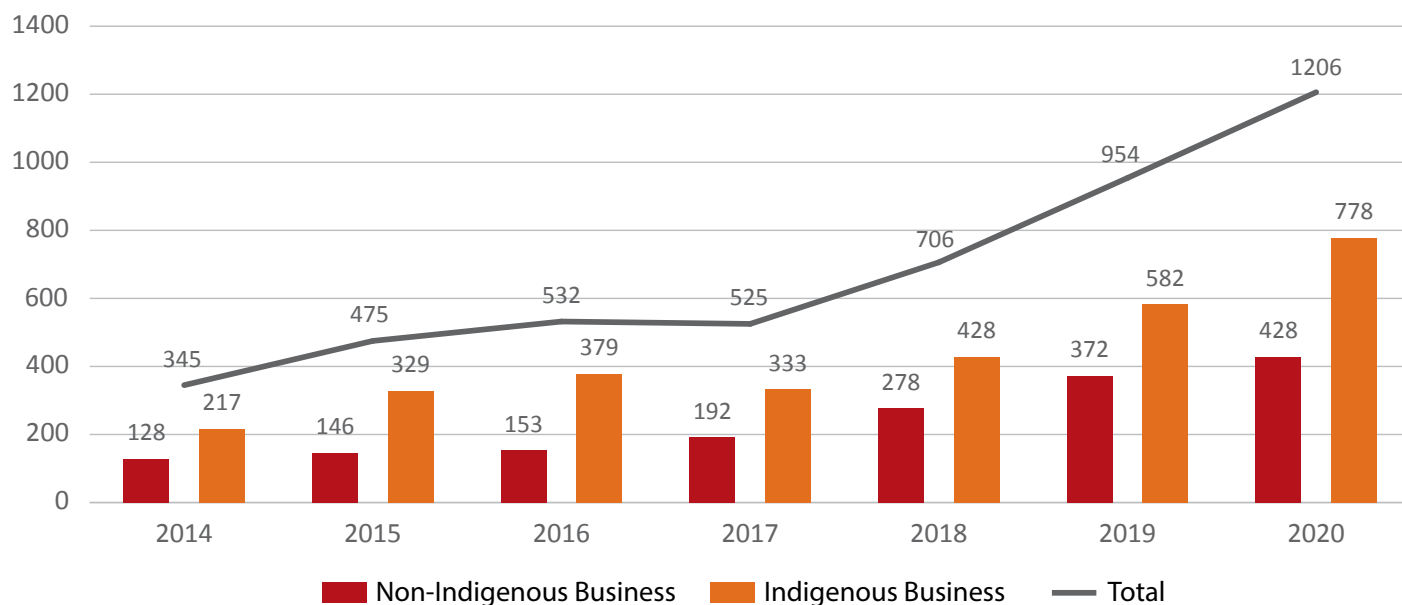
Unlimited employees



The staff at CCAB have worked hard and genuinely to help us expand our business network and horizons. As a direct result of connections made by CCAB we have experienced new opportunities while forming new partnerships and industry clients. They are a great promoter of business, Indigenous and non, working together. If your company wants to actively participate growing Indigenous economy, I recommend you attend their events to maximize the opportunities they facilitate.

– Melissa & Paul, ORIGIN

Membership growth over 5 years



Thank you to our Patron members of 2020



“ Being a Member of the CAB program is a huge advantage. It allows you to get in the same room as some of Canada’s largest industrials and showcase your company. Without this advantage, Carvel Electric would not be where we are today.

– Jordan Jolicoeur, Carvel Electric

Progressive Aboriginal Relations™

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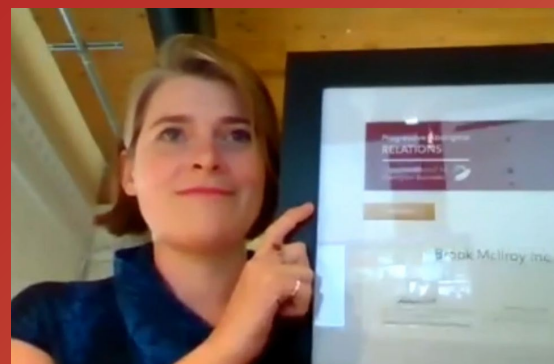
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PAR PROGRAM

PAR is a certification program that confirms corporate performance in Aboriginal relations at the Bronze, Silver or Gold level. Any business or organization that wants to improve their relationships with Indigenous people, communities and businesses can undertake the PAR process. Certified companies promote their level with a PAR logo signaling to communities that they are good business partners, great places to work, and committed to prosperity in Indigenous communities.



“

The working groups provided us the opportunity to collaborate, share ideas and put together a strategic plan to properly roll out the requirements of phase 1. As we are in the Indigenous business space, we found it extremely valuable to learn more about the history and culture of the First People here in Canada. Incorporating the working group also encouraged us to be more mindful of our approach as it relates to procurement and recruitment for the organization.

– Janelle Aubin, Life Inc., PAR Committed

“

After introducing PAR, there has been a noticeable increase in expressed curiosity about Indigenous topics and ways to more meaningfully engage with Indigenous communities. It has provided a safe way for staff to ask their curious questions about how to do a land acknowledgement, what is the proper and accepted terminology, and how can we bring Indigenous experts and those with lived experience into our classrooms.

– Jennifer Hooper, UBC Sauder School of Business, PAR Committed

2020 PAR COMMITTED COMPANIES

There were 139 companies that participated in the PAR program in 2020, with 29 companies new to the process. Another 417 organizations from all industry sectors received PAR training throughout the year.

2020 New PAR Committed Companies



Indigenous Insight shares advice with those either wanting to know more about PAR cultural awareness training or to those who are seeking to promote, educate, and build awareness. Be open-minded and respectful. Canada's history between Indigenous and settlers is both good and bad. Learning and education are a huge part of the answer.

– Maynard Harry, Indigenous Insight, PAR Cultural Awareness Trainer



For organizations serious about implementing a strategic practical approach for sustaining positive Indigenous relations, its important they have a game plan moving forward, and CCAB's PAR program is a great road map with the added benefit of celebrating and sharing success through PAR certification (with three levels of recognition).

– Ellen Perry – PAR Verifier

2020 CERTIFYING COMPANIES

Twelve Canadian corporations achieved bronze, silver, or gold-level certification in 2020. They were honoured at our first ever virtual event, Business Recovery Forum, and presented their certificates. Watch our [PAR awards video](#) and read the [press release](#) leading up to the event.



2020 PAR Awards Video
3 minutes 57 seconds

Progressive
Aboriginal
RELATIONS **GOLD
LEVEL**

Canadian Council for
Aboriginal Business

BrookMcIlroy/

SUNCOR

BrucePower™
Innovation at work

ESS
Support Services Worldwide

BMO



Cameco

Leaders
INTERNATIONAL
Executive Search

Progressive
Aboriginal
RELATIONS **SILVER
LEVEL**

Canadian Council for
Aboriginal Business

MOSAIC
FOREST MANAGEMENT
Timberland Manager for TimberWest ISLAND
TIMBERLANDS

hydro
one
Partners in Powerful Communities

Progressive
Aboriginal
RELATIONS **BRONZE
LEVEL**

Canadian Council for
Aboriginal Business

bird

HATCH

TransAlta™

CCAB would like to thank and acknowledge our PAR jury, verifiers and [cultural awareness trainers](#) who were committed to the PAR process and worked diligently and tirelessly to help our committed-level members achieve certification while advancing other members to the next certification level.

Tools & Financing for Aboriginal Business

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In 2020, [Tools & Financing for Aboriginal Business \(TFAB\)](#) continued to grow with the addition of 18 new tools and services being added to its easy access online portal that provides Indigenous entrepreneurs practical business tools, expertise, training and networks. This enabled entrepreneurs the tools to strengthen and grow their businesses.

Through TFAB, there is access to:

- A growing library of practical business tools and resources
- Business skills development webinars
- A directory of CCAB member services and programs

18 New Tools & Services Added to TFAB



TFAB NETWORKING EVENTS & WEBINARS

In 2020 we hosted [one live networking event](#) in Toronto on January 28. The event, sponsored by Imperial and City of Toronto featured a discussion with Jordan Nail of Imperial and Malek Eid for Mikisew Group of Companies.

In addition, nine webinars were hosted by TFAB in 2020.

9 Webinars Hosted Through TFAB



INDIGENOUS BUSINESS SUPPORT FUND

CCAB launched the Indigenous Business Support Fund in collaboration with Facebook Canada. Successful recipients of the fund received the following:

- \$2,100 grants
- CCAB membership for 2021 (for those already renewed, membership carried to 2022)
- Access to Facebook's Digital Skills Training Program



FACEBOOK

Regional Breakdown of the 150 Recipients



Indigenous heritage breakdown of recipients:

First Nations	98
Inuit	3
Métis	49

Supply Change™

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Last year, our research demonstrated that Indigenous businesses have the capacity to supply 24 per cent of federal procurement. As a result of those findings, the government mandated procurement from Indigenous business to at least 5 per cent. That's not new tax dollars, it's money that they're already spending every year. By increasing Indigenous procurement to 5 per cent, we estimate that \$1-billion would be added to the Indigenous economy, which will in turn improve employment rates, housing and health of Indigenous people – and that's what economic reconciliation looks like.

– Tabatha Bull, President & CEO, Canadian Council for Aboriginal Business

ABORIGINAL PROCUREMENT CHAMPIONS

2020 saw a continued growth in the number of companies that joined the Supply Change™ initiative as Aboriginal Procurement Champions. We secured 18 new companies and ended the year with 68 Aboriginal Procurement Champions.

68 Aboriginal Procurement Champions



ABORIGINAL PROCUREMENT MARKETPLACE

In 2020, we had a total of 27 procurement-related requests (RFI's and RFP's) on the Marketplace. Our Aboriginal Procurement Champions did a combined total of 904 supplier searches. We increased the number of CAB members in the Marketplace to 619 – an annual increase of 42%.

Research

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OVERVIEW AND SUMMARY OF 2020 PROJECTS

This past year, CCAB Research aimed to provide impactful data and insights for businesses to use during the pandemic and into recovery. Partnering with other organizations and government funders, CCAB led surveys on the impacts of COVID-19 on Indigenous businesses and helped inform the government's economic response strategies. In addition, our research explored important topics such as Indigenous women's entrepreneurship, barriers to government procurement and programming, as well as future skills and traditional knowledge. With our network of funders and partners we conducted over 20 projects and published nine reports in addition to other projects in support for organizations.

KEY ACCOMPLISHMENTS: THOUGHT LEADERSHIP

- **Leading the way to an equitable recovery from COVID-19:**
Our COVID-19 Indigenous Business Surveys have reached upwards of 1600 responses from across the country. We worked with the Government of Canada to develop and amend emergency supports for Indigenous businesses throughout the Pandemic.
- **Continuing to support the Government of Canada's 5% procurement target:**
CCAB Public Policy and Research departments collaborated to organize a working group of Indigenous and non-Indigenous business leaders from across Canada to develop clear recommendations for ways that corporate Canada and the federal government can increase Indigenous secondary contracting in large-scale federal procurement contracts. CCAB continuously advocates for increasing both Indigenous primary and secondary contracting in federal supply chains in order to achieve the Government of Canada's 5% Indigenous procurement target.
- **Innovative research on future skills and Traditional Knowledge:**
Our goal is to set businesses up for success through better understanding the skills Indigenous businesses bring to the table, and what is needed for businesses to thrive in the changing economic and technological landscape. Several projects in 2020 explored topics such as traditional knowledge, intellectual property, automation, essential workplace skills, and social finance.
- **Exploring Indigenous women's entrepreneurship:**
We leveraged our unique dataset spanning a decade of research to better understand the strengths of Indigenous women-owned businesses, as well as the challenges they continue to face. Continuing targeted analysis will be crucial for an equitable economy moving forward.

This year we had...

17

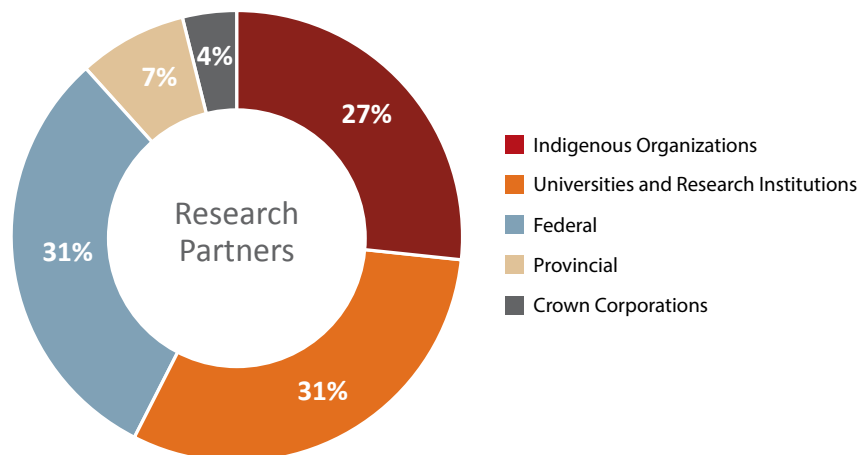
Launches,
conferences,
and panels

20+

Research partners

18

Ongoing projects



THOUGHT LEADERSHIP

CCAB Research led the way in COVID-19 research and other important areas of study, building on our decade's worth of research to address increasing demand for data.



Advocated for equitable emergency response strategies during the COVID-19 pandemic

1600+

Respondents for CCAB's COVID-19 research studies provided impactful data



Conducted unique research on Indigenous women's entrepreneurship



Explored skills development and Traditional knowledge use in Indigenous businesses



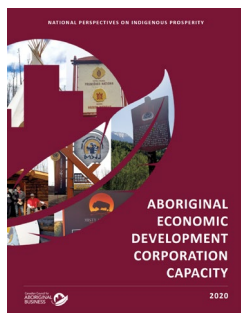
2020 RESEARCH REPORTS



Success After Camp: Analyzing Economic and Social Outcomes Among Outland Youth Employment Program Participants

Partner: Outland, a division of Dexterra

CCAB conducted a research project analyzing the economic outcomes of the Outland Youth Employment Program (OYEP) in northern Ontario. The report found that positive employment outcomes are directly linked with participation in the summer camp.



National Perspectives on Indigenous Economic Prosperity: Aboriginal Economic Development Corporation Capacity

Partner: Indigenous Services Canada

In 2018, CCAB conducted in-person interviews with senior executives of Aboriginal Economic Development Corporations and community leaders (Chief and Council, Economic Development Officers and community administrators) in over 100 Indigenous communities across Canada. The final report was published in 2020.



Digital Differences: The Impact of Automation on the Indigenous Economy in Canada

Partner: Ryerson University's Diversity Institute; Future Skills Centre

CCAB Research partnered with Ryerson's Diversity Institute to investigate how technological change, specifically automation, affects Indigenous workers by industry and region across Canada.



Insights into Indigenous Post-Secondary Graduates' Experiences in the Canadian Workforce

Partners: Indspire; Ontario Ministry of Indigenous Affairs

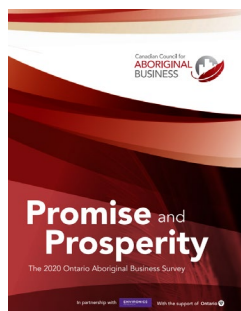
Using data from Indspire's 2020 National Education Survey (NES) of Building Brighter Futures: Bursaries, Scholarships, and Awards (BBF) recipients, as well as Statistics Canada's Census of Population (2016), CCAB and Indspire explored how Indigenous post-secondary experiences are associated with entrepreneurship, working for Indigenous employers, and overall labour market outcomes.



COVID-19 Indigenous Business Survey

Partner: Indigenous Services Canada

CCAB collaborated with the Indigenous Business COVID-19 Response Taskforce, a group of National Indigenous Organizations and leaders, to complete this inaugural study. This report highlights the unique impacts of the COVID-19 pandemic on Indigenous businesses, current barriers to accessing government relief programs, and capabilities of these businesses to supply PPE to the federal government.



Promise and Prosperity: The 2020 Ontario Aboriginal Business Survey

Partner: Ontario Ministry of Indigenous Affairs

The 2020 Ontario Aboriginal Business Survey (2020 ABS) is the latest in CCAB's on-going research series focused on small and medium-sized enterprises. CCAB has worked to develop a comprehensive picture of experiences of Indigenous businesses in Ontario and what is needed for future growth and success.



Breaking Barriers: A Decade of Indigenous Women's Entrepreneurship in Canada

Partners: Ryerson University's Diversity Institute; Women's Entrepreneurship Knowledge Hub

This research uses a gender perspective to explore the profile of Indigenous women-owned businesses over the past 10 years. It explores the growth of Indigenous women's entrepreneurship and identifies challenges they continue to face.



Indigenous Women's Entrepreneurship: Preliminary Report

Partners: Ryerson University's Diversity Institute; Women's Entrepreneurship Knowledge Hub

This preliminary report approaches CCAB's 2016 Promise and Prosperity survey from a gendered perspective. A closer look at Indigenous women entrepreneurs helps to provide perspective on the unique experiences of Indigenous businesses in the Canadian economy and contributes to data-driven reconciliation strategies.



Mapping the Landscape: Indigenous Skills Training and Jobs in Canada

Partners: Ryerson Diversity Institute; Future Skills Centre; Public Policy Forum

This report presents some of the legal, historical, and contextual pieces that are vital to understanding the present and future Indigenous skills landscape. Between 2016 and 2026, 350,000 Indigenous youth will turn 15, the age at which they become potential members of the workforce. This report explores Canada's Indigenous future-of-work and skills-training efforts for this cohort.

NEW

Public Policy Department

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PRIMARY OBJECTIVE

Support Indigenous prosperity and well-being through sound policy development and program design.

METHODOLOGY

CCAB Public Policy uses the best data and research available to ensure that the interests of Indigenous businesses are heard by decision makers from coast-to-coast-to-coast, and abroad.

WHAT WE DO

Deliver on CCAB's key public policy priorities:

1. Increasing government procurement from Indigenous businesses
2. Supporting Indigenous exporters and Indigenous export readiness
3. Enhancing financial support to drive Indigenous business growth through and beyond the Coronavirus pandemic
4. Support Indigenous business through ensuring COVID recovery programs meet their needs

Develop and lead activities are designed to shape government decision making and support Indigenous businesses, including:

- ✓ **Leading collaborative projects** resulting in progressive policy recommendations.
- ✓ **Advocacy activities** to influence government policy development and program design.

- ✓ **Developing programmatic offerings** to build the organization's capacity and encourage federal devolution.
- ✓ **Engaging directly with Indigenous businesses** to connect them with appropriate funding and services and to improve other activities.

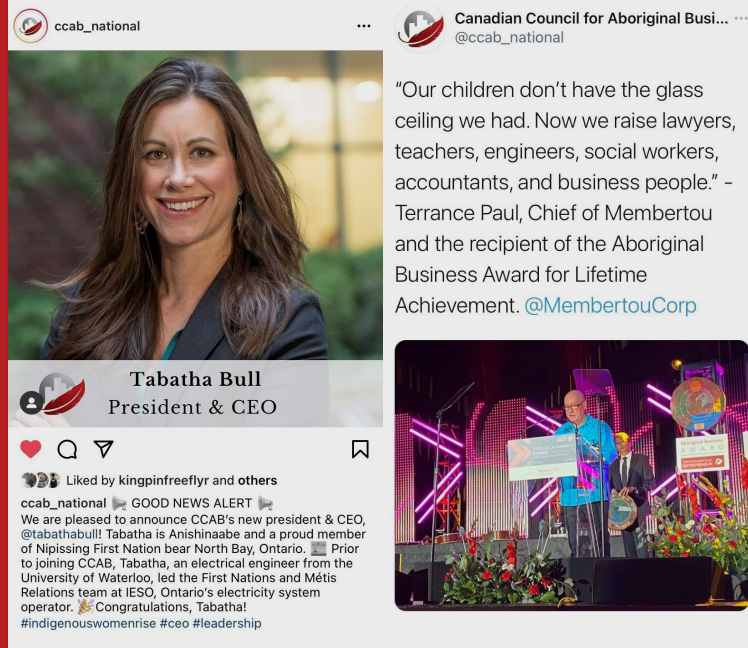
LIST OF ACHIEVEMENTS

1. Delivered CCAB's Day on the Hill: February 25
2. Delivered interventions at the Organization for Economic Cooperation and Development:
 - a. Global Forum on Responsible Business Conduct: June 15 – 17
 - b. Business Grievance Mechanisms: December 14
3. Advocated to ensure that all Indigenous businesses can access the Canada Emergency Wage Subsidy (CEWS) and Canada Emergency Business Account (CEBA)
4. Contributed an Indigenous business perspective to the Canadian Chamber of Commerce's Think Growth policy initiative: August – December
5. Facilitated a dynamic working group of corporate, Indigenous and federal partners to improve corporate procurement from Indigenous businesses in federal contracts: September – December
6. Facilitated a federal, corporate and Indigenous dialogue to increase support for Indigenous exporters: September 16
7. Delivered a comprehensive response to the Federal Speech from the Throne: September 23
8. Supported Indigenous inclusion in the Government of Canada 50/30 Challenge: October – December
9. Supported Indigenous inclusion in the first women only business mission to the Republic of Korea: November 3-4
10. Supported CCAB appearances before Federal Parliamentary Committee to include policy making:
 - a. Indigenous Senators Working Group: June 11
 - b. Standing Senate Committee on National Finance: November 12
 - c. House of Commons Committee on Indigenous and Northern Affairs: May 9 & November 17
 - d. House of Commons Committee on International Trade: February 25 & December 11
11. Contributed to a Federal Department of Fisheries and Oceans Indigenous procurement policy dialogue: December 3
12. Led the Canada – Australia Indigenous Export Dialogue: December 3
13. Launched an Indigenous Export Advisory Committee: December

Marketing & Communication

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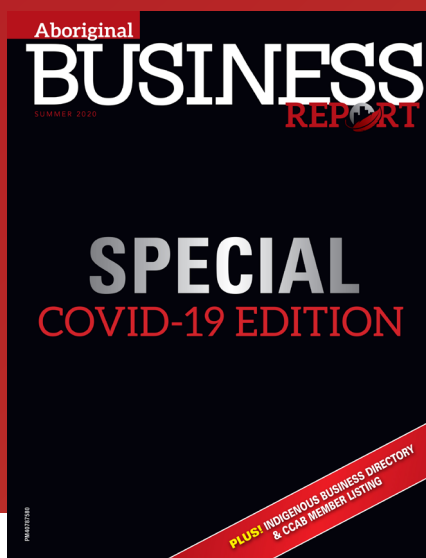


Watch Tabatha Bull on CBC News earlier today discussing the government's recent announcement of \$306 million for Aboriginal businesses.



ABORIGINAL BUSINESS REPORT

The Aboriginal Business Report continues to focus on critical areas of development and covers business topics relevant to the Indigenous economy in Canada. CCAB produced a special COVID-19 edition last summer that also featured its first very popular Indigenous Business Directory & CCAB Member Listing. Promotion of the digital versions of the magazines was increased and print versions remained popular. Members continue to receive an advertising discount and are often interviewed and featured in the many stories throughout the three annual editions.



E-NEWS & OPPORTUNITIES

Using our [CCAB e-news](#) as a vehicle to drive our message helps to facilitate opportunities and business relationships. The bi-weekly newsletter has a distribution of almost 6,000 inboxes including those of CCAB members, Indigenous businesses, communities, and companies operating in Canada. CCAB members were offered one complimentary member profile/advertorial to be featured in an edition of the e-newsletter. They were also offered a discount on an advertising package to further promote their company in the e-news.

SPEAKING ENGAGEMENTS

In 2020, the CCAB team continued to build on their reputation as the leading authority on the Indigenous economy. While there was some travel at the beginning of the year, we had well over 100 virtual speaking engagements and media interviews for most of 2020 allowed for a wider reach and larger audience. Here are some [highlights](#).

GETTING THE WORD OUT

From January – December 2020, CCAB earned a total of 2,737 media hits with a total reach of over 1 billion hits. The advertising equivalency rate of this coverage is over \$10 million. From last year, media hits increased 241%, reach increased 730%, and AVE increased 807%.

Social media mentions totaled 5,361. While we are active on Twitter, Facebook, Instagram, and LinkedIn, our highest engagement is on LinkedIn at 14,484 mentions for the year. Our online community continues to grow on all platforms.

Followers:

Facebook – # of followers



Twitter – # of followers



LinkedIn – # of followers



Instagram – # of followers



Financials

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REPORT OF THE INDEPENDENT AUDITOR ON THE SUMMARY FINANCIAL STATEMENTS

To the Members of

Canadian Council for Aboriginal Business
Conseil canadien pour l'entreprise autochtone

The accompanying summary financial statements, which comprise the summary statement of financial position as at December 31, 2020 and the summary statement of operations and changes in net assets, are derived from the audited financial statements of Canadian Council for Aboriginal Business/Conseil canadien pour l'entreprise autochtone (the "Council") for the year ended December 31, 2020. We expressed an unmodified audit opinion in our report dated May 22, 2021.

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements and the auditor's report thereon, therefore, is not a substitute for reading the audited financial statements of the Council.

Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of the summary financial statements in accordance with Note 1.

Auditor's Responsibility

Our responsibility is to express an opinion on whether the summary financial statements are a fair summary of the audited financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, *Engagements to Report on Summary Financial Statements*.

Opinion

In our opinion, the summary financial statements are a fair summary of the audited financial statements in accordance with Note 1.



Toronto, Canada
May 22, 2021

Segal LLP
Chartered Professional Accountants
Licensed Public Accountants

Summary Statement of Financial Position

As at December 31

	2020	2019
Assets		
Current		
Cash and cash equivalents	\$ 2,186,599	\$ 1,768,541
Accounts receivable	282,489	350,717
Government remittances recoverable	53,382	84,733
Prepaid and deferred expenses	51,143	115,232
	2,573,613	2,319,223
Property and equipment	73,267	91,271
Intangible assets	39,594	21,197
	\$ 2,686,474	\$ 2,431,691
Liabilities		
Current		
Accounts payable and accrued liabilities	\$ 327,479	\$ 250,533
Deferred revenue	897,897	886,023
	1,225,376	1,136,556
Net assets	1,461,098	1,295,135
	\$ 2,686,474	\$ 2,431,691

Summary Statement of Operations and Changes in Net Assets

For the Year Ended December 31

	2020	2019
Revenue		
Membership fees and donations	\$ 1,800,856	\$ 1,648,874
Fundraising events	556,123	1,045,624
Research grants	480,314	551,517
Government assistance	417,623	-
Facebook grant	315,000	-
Program grants	268,505	456,492
Public policy grant	72,282	-
Other income	53,022	49,943
	3,963,725	3,752,450
Expenses	3,797,762	3,751,755
Excess of revenue over expenses for the year	165,963	695
Net assets – beginning of year	1,295,135	1,294,440
Net assets – end of year	\$ 1,461,098	\$ 1,295,135

Note 1: The summary statement of financial position and summary statement of operations and changes in net assets is presented in accordance with Management's internal summary template of the audited financial statements. The internal summary template only shows the total expenses and no further details are presented. No note disclosures are provided.



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